

**OSNOVE DOMAČEGA IN
MEDNARODNEGA KONGRESNEGA
TRŽIŠČA
Gorazd Čad**

Portorož, 14. april 2011

FREDERIC BEIGBEDER, 2.999,00 SIT

“Sem oglaševalec: ja, onesnažujem ta svet. Sem tip, ki vam prodaja sranje. Ki vas sili, da sanjate o rečeh, ki jih nikoli ne boste imeli. Vedno modro nebo, nikoli grde bejbe, popolna sreča, retuširana s photoshopom. Spucane slike, trendy muzika. Ko boste toliko našparali, da vam bo le ratalo vplačati avto vaših sanj, ki sem ga posnel v zadnji kampanji, bom vmes poskrbel, da ta že zdavnaj ne bo več moderen. Tri korake sem pred vami in vedno poskrbim, da ste ravno prav frustrirani. (str. 14)

Nekaj zelo skrivnostnega se zgodi, kadar s Charliejem, art direktorjem, ki sedi nasproti mene, začutiva, da sva našla idejo, s katero nama bo še enkrat uspelo ziniti en nekoristen proizvod v košarico uboge gospodinje. Kar naenkrat se najina pogleda ujameta v sokrivdi. **Skrivnost je dovršena: sprožiti pri ljudeh, ki nimajo sredstev, potrebo po nakupu stvari, ki je še pred desetimi minutami niso potrebovali.**” (str. 37) itd. itn.

WHO

WHAT

WHY

HOW

WHERE

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THE RELATIONSHIP BUILDING CO

ALOHA.

WANT
TO
TALK
SHOP?

BUT
FIR

We are The Relationship Building Company. But building that connection between you and your customers is only the start. Once you have a relationship, you have to work on it. And your customers will do the same, if you're willing to listen, to learn, to recognize and reward. It's not about treating people equally, but properly. With the right relationships, you don't just save money, you make money.

▶ TELL US ABOUT
YOURSELF

▶ CA
76

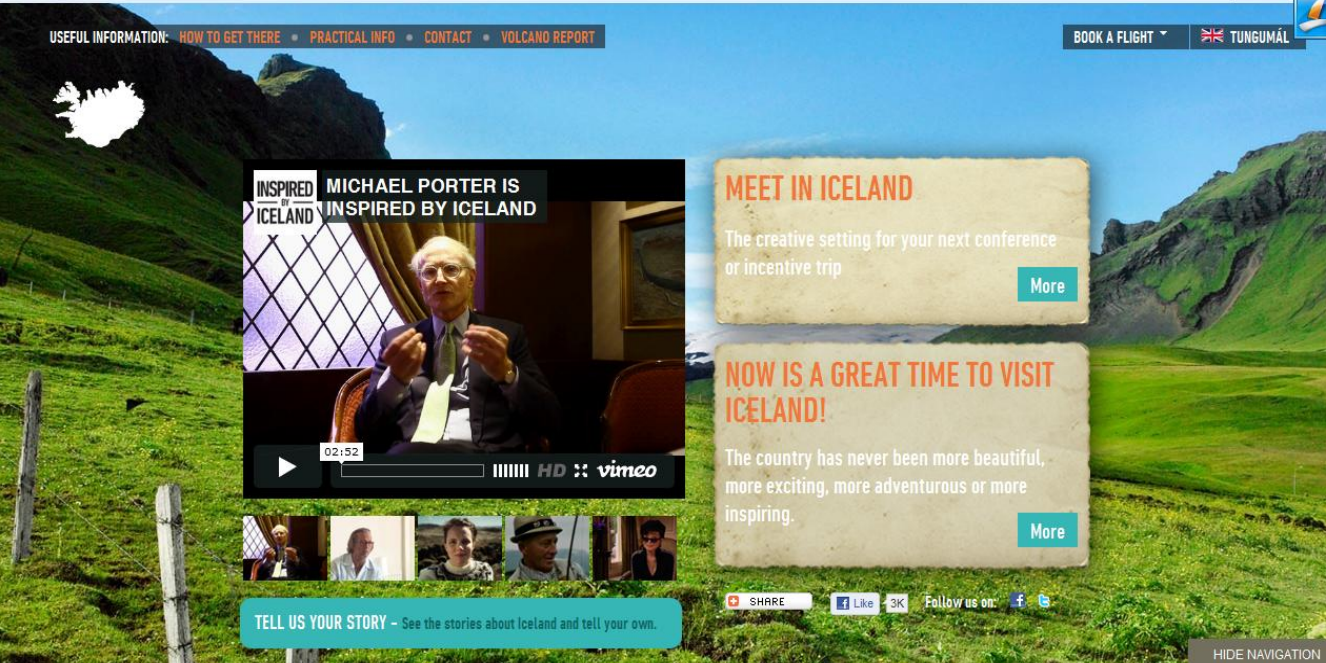
DESTINACIJSKI BRAND




SPLETNA STRAN

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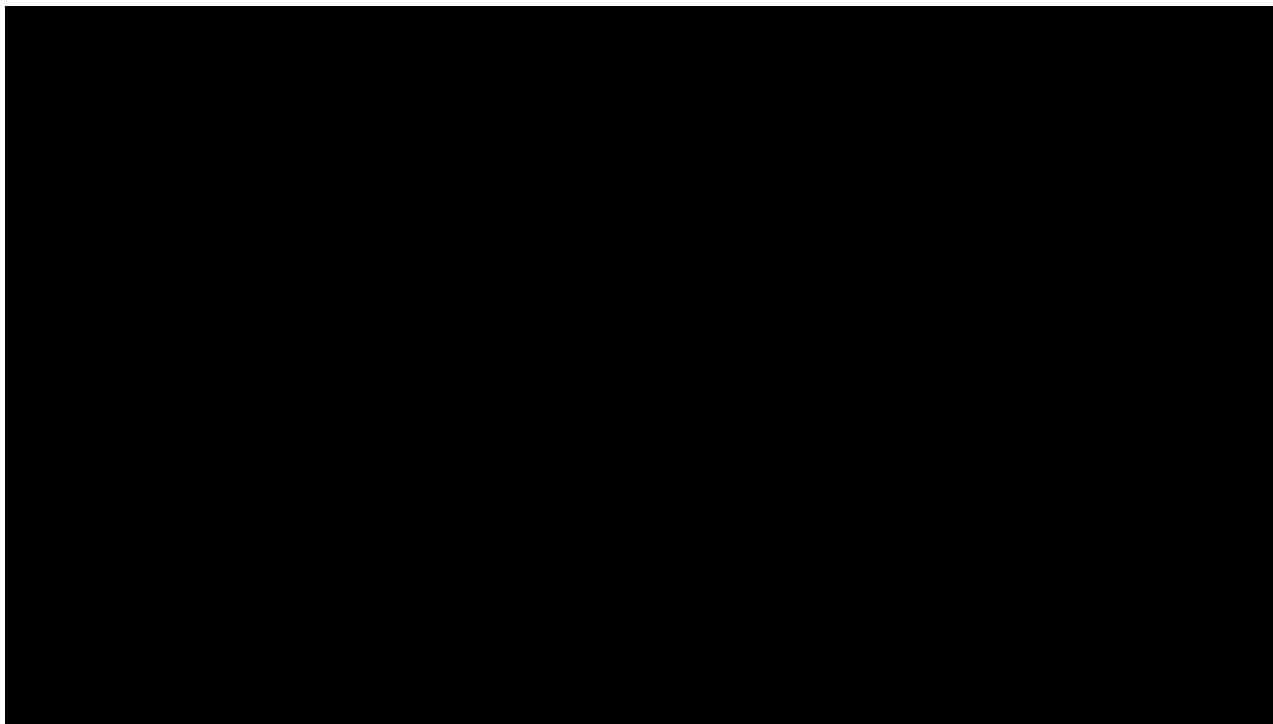
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At this very moment
new ideas are being
created by delegates.
Why don't you try
the Viennese way of
networking?

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WWW.VIENNA.CONVENTION.AT

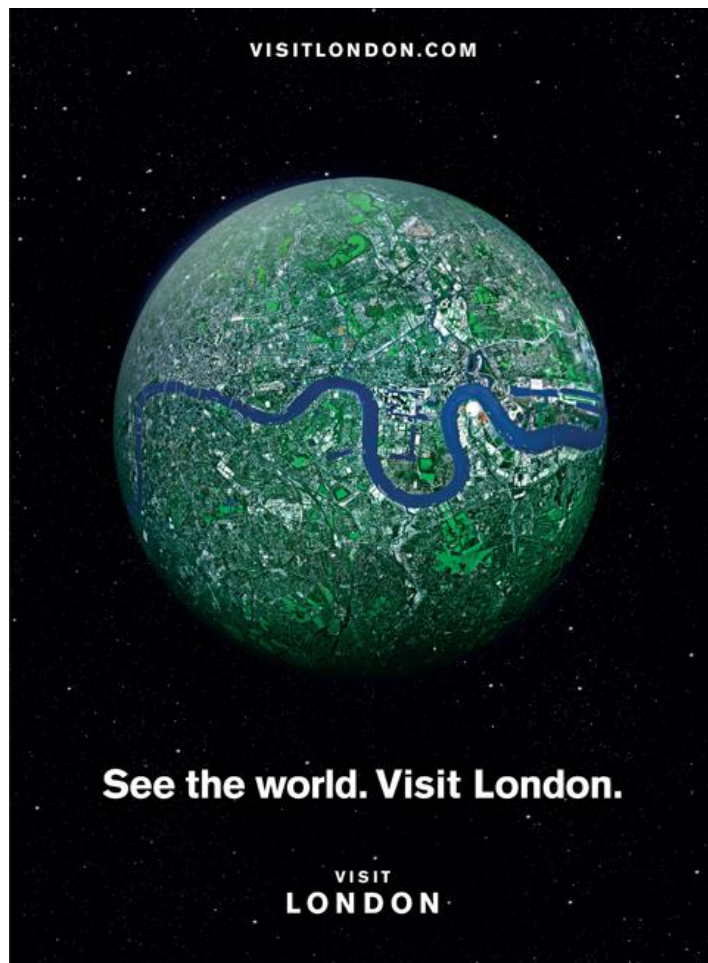
VIENNA

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VIENNA

CELOSTNA KAMPANJA





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CELOSTNA KAMPANJA



BRAND KONGRESNE DESTINACIJE

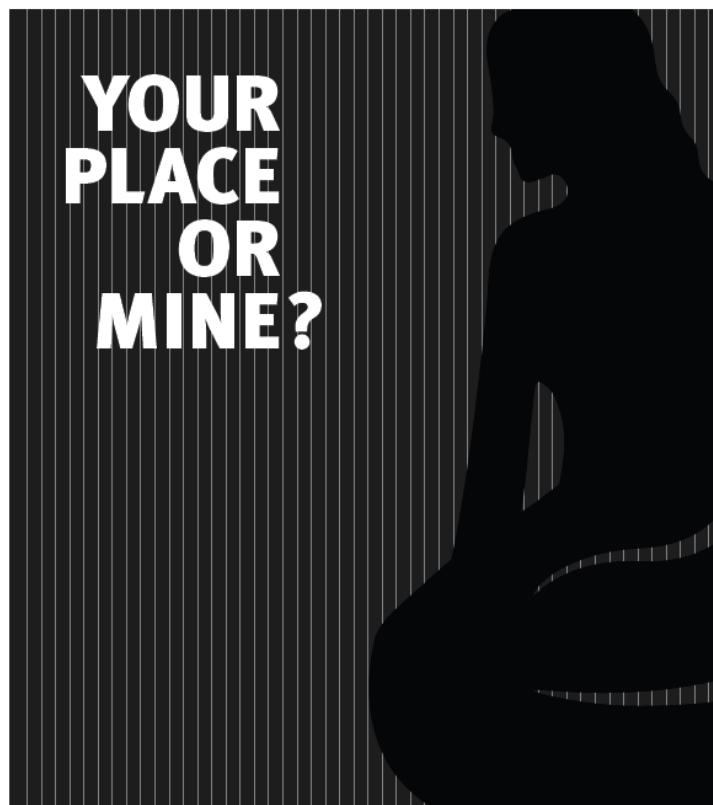


Business Events Australia

Our brand



KONGRESNA BROŠURA DESTINACIJA



MOBILNI MARKETING



NOVOSTI 2011

MARKETINŠKA
NAGRADA
REVIJE
KONGRES

Kategorije:

- Najboljši tiskani oglas
- Najboljša PR kampanja
- Najboljša promocijska brošura
- Najboljša spletna stran

Svečana
podelitev

APRILA
2010



AKADEMIJA CONVENTA 2011

POMLADANSKI SEMESTER

OSNOVNI MODUL

17. 02.2011

BLED

Potrdilo o
izobraževanju in 10 KT

DESTINACIJSKI MODUL

10. 03.2011
LAŠKO

Potrdilo o
izobraževanju in 10 KT

MARKETINŠKI MODUL

07.04.2011
PORTOROŽ

Potrdilo o
izobraževanju in 10 KT

DODATNA PONUDBA

- **SLOVENSKI KONGRESNI DAN**
(letno srečanje KUS)
LAŠKO

KONGRESNI PRAKTIKUM 1

21. – 22.04.2011

MALE SKUPINE MAX. 10 OSEB

DOLENJSKE TOPLICE

Potrdilo o izobraževanju in 30 KT

KONGRESNI PRAKTIKUM 2

12. – 13.05.2011

MALE SKUPINE MAX. 10 OSEB

KRANJSKA GORA

Potrdilo o izobraževanju in 30 KT

CERTIFIKAT

CKO

Certificirani kongresni
organizator

JESENSKI SEMESTER

OSNOVNI MODUL

22.09.2011

LJUBLJANA

Potrdilo o izobraževanju in
10 KT

DESTINACIJSKI MODUL

06.10.2011

MARIBOR

Potrdilo o izobraževanju in
10 KT

MARKETINŠKI MODUL

20.10.2011

BOHINJ

Potrdilo o izobraževanju in
10 KT

KONGRESNI PRAKTIKUM 3

10. – 11.11.2011

MALE SKUPINE MAX. 10 OSEB

PODČETRTEK

Potrdilo o izobraževanju in 30 KT

KONGRESNI PRAKTIKUM 4

24. – 25.11.2011

MALE SKUPINE MAX. 10 OSEB

ČATEŽ

Potrdilo o izobraževanju in 30 KT

DODATNA PONUDBA

- **VODSTVENI MODUL**
- **SKUPŠČINA KUS**

CERTIFIKAT

CKO

Certificirani kongresni
organizator

CERTIFICIRANJE

Poklicni standard

ORGANIZATOR KONGRESNIH PRIREDITEV

Koda CPI: 8120.006.6.0., Ur.l. 17/19.02.2008

PRIDOBITEV ODLOČBE MG-ja, da lahko izvajamo certificiranje in vpis v register izvajalcev pri CPI
Imenovanje ocenjevalne komisije.

**ZAČETEK IZVAJANJA CERTIFICIRANJA -
POMLAD 2011 (potrebno je imenovati
skupino ocenjevalcev)**

VSTOPNI POGOJI

- Končana Visoka šola, Fakulteta
- Starost nad 25 let
- Vsaj 30 kreditnih točk iz programa Akademije Conventa ali pri drugih izobr. inštitucijah
- 2 leti delovnih izkušenj na področju kongresne dejavnosti

POSTOPEK CERTIFICIRANJA

